Survey of analytics tools

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

The 3 main analytics platforms

- Analytics track how people interact with your site, what they click, what they buy, etc.

  There are 3 big analytics platforms:

- **#1 Google Analytics**

  - it's mostly free to use and about 65% of worldwide websites use it
  - it's great for entry level work & basic tracking
  - it's very easy to install
  - it tracks page views (how many people loaded a certain page)

- **#2 Mixpanel**

  - it has more features than Google Analytics but it's not free
  - it's easier to use but harder to set up
  - it tracks actions (what people do once they land on your site)

- **#3 Kissmetrics**

  - it tracks a lot more things than the other two platforms
  - you will need a developer to help you set it up
  - it tracks actions, and it can track a user across all of their devices and visits
  - it has an A/B testing feature built into the system